



# DESIGNS ON THE EAST

## ASIA CHALLENGE

1995 国际亚洲太平洋酒包装展五月份在亚洲最大的酒店展览“Hofex '95”中举行。

评比会重点强调几点。一是几乎亚洲各地所有葡萄酒生产商家头次尝试对这一新兴市场去改变他们的包装。另一点是九年，而不是简单地一个合适的设计，才是吸引注意力的最佳办法。

第三点是有些产品不管包装有多吸引人，可能完全不适应这一市场了。

评奖者与评论一起出现在下文。

## DESIGN WINNERS

1995年度のWine & Spirit International Asia Pacific Awards授賞式が5月に香港で行われましたが、それはちょうどアジア最大のホテルと食べ物展示会である Hofex'95が開催されている時でもありました。審査員達はいくつかの重要なポイントを通じて、そのポイント1つは、ほんの少しの例外を除いてワイン製造業者が始めたばかりで発展しようとしている市場に対応するようパッケージング（商品包装）を提案していないということでした。もう1つのポイントは単に満足するだけのデザインよりはむしろにそれに工夫を凝らした革新的な物を含めることが目を惹かせる上では最良の方法であるということでした。3番目のポイントはある製品は、たとえその製品のパッケージングは発売がしても、おそらくこの市場には全く不適切であるということでした。

受賞者の名前が次ページに登場し、審査員のコメントも記入されています。



Visitors to Hong Kong's Hofex '95 show examine entries for the Wine & Spirit Asia Pacific awards

Designers of packaging for the wine and spirit market have a very difficult job, because they are working on several different levels simultaneously. Outer packaging may have to appeal both to the supermarket shopper and the duty-free buyer, but it won't mean much to the bar owner or the hotel food and beverage manager. But then the bottle design itself may be everything to the hotel or the bar, and not so important to the consumer.

Then there are the different geographical markets. Asia, with its fast-evolving tastes and explosive growth of both retail and on-premise outlets,

offers unique challenges of its own, and woe betide the designer and brand manager who lumps the entire region into one.

The Wine & Spirit Asia Pacific 1995 Design and Packaging Awards took place in Hong Kong in May during Hofex '95, Asia's biggest hotel and food exhibition.

The judging highlighted several pertinent points. One was that the wine producers, with very few exceptions indeed, have not attempted to change their packaging for this young and emerging market. The judges, pictured below, had to scratch this category entirely, owing to lack of the required number of entries.

Another point was that innovation, rather than simply a pleasing design, may well be the best way of attracting the eye. Competition is intense.

And a third point was that some products may themselves be totally unsuited to the market, no matter how attractive their packaging.

Awards were divided into categories: Best Label, Best Bottle, Best Outer Packaging and Innovation. It was startling that some products with a good bottle design had mediocre outer packaging and vice versa.

From all the entries the winners and runners-up appear on the following pages, together with a synopsis of the judges comments.





## BEST BOTTLE

### PORFIDIO

Tequila

Country of origin: **Mexico**

Main target market:

**Japan, Hong Kong,**

**Taiwan, Singapore**

Age group: **25-40**

The tall, two-tone blue, slightly frosted bottle caused an immediate stir. 'If you had that on display it would attract attention - I could see it working,' said one judge. 'Unusual to have an abstract label - usually tequila has a folksy label,' said another. 'A nice label, not strong on its own but with the bottle it works brilliantly,' said another.

**Second**

### BOWMORE ISLAY

Single malt

Scotch whisky

Country of origin: **UK**

Market: **All Asia Pacific**

Age group: **25-plus**





## INNOVATION

### PORFIDIO

Premium tequila

Country of origin: Mexico

Main target market:

Japan, Hong Kong,

Taiwan, Singapore

Age group: 25-40

Caused an even greater stir than its standard-range sister. The hand blown glass bottle has a green glass cactus inside which itself is full of tequila. Furthermore, the bottle is made from 100% recycled glass – the cactus from 7-Up bottles and the bottle itself from Coca-Cola bottles. The panel was full of admiration, with the unanimous opinion that if it was put onto the shelf in a bar or store it would sell well. An immediate hit: 'You would go straight for the cactus' one judge commented.

### Second

### PORFIDIO

Tequila

Country of origin: Mexico

Market: Japan, Hong

Kong, Taiwan,

Singapore

Age group: 25-40

